

ABSTRACT OF THE DISCLOSURE

An electronic reservation referral system and method that begins with any reservation and uses interactive email sales and 5 marketing strategies to follow up on that initial reservation or sale. It is designed to take place in the time frame between a consumer's first reservation and the actual consumption of the product(s). The method and system utilize communication systems, such as e-mail, to provide consumers access to a wide range of 10 goods and services based upon prior purchases or reservations.